Scalabrini | UNICEF

Dissemination Plan

Contents

> Timeline + indicators
> > Her journey
> > Our audience
> > Dissemination options
> > Our proposal

proposed timeline

There are other factors in this timeline, like DSD, and community newspapers!

19 Nov

We show you the proposal dissemination plan

20 Nov

We will send you the dissemination plan. Please give feedback by 26 Nov. We will send you proposed content plan + brief, too.

24 Nov

Deadline for feedback. We send final dissemination + content plan to UNICEF.

27 Nov

UNICEF provides feedback on content

1 Dec

We send content plan to Candice to be designed

7 Dec

Candice submits designs

9 Dec

Final feedback provided to Candice by all parties

14 Dec

Candice finalises her designs and Lotte puts it into correct formats ready for dissemination

January

We start roll-out. Children's Assistant starts.

comms

indicators

depending on budget + amount of content we want to include, can we include Shona?

4 infographics - translated to Swahili, French, Somali, Lingala

40,000 Downloads and social media engagement rate with these specific infographics - > 3 minutes spent on page or downloaded infographics or seeing the post on social media.

40,000 Infographics distributed through traditional media

This relates to materials on children accessing health, education, grants, etc.

40,000 downloads and social media engagement with the birth registration infographic - > 3 minutes spent on page or downloaded infographics or seeing the post on social media.

100,000 People reached through disemmination on traditional media

This relates to materials on children accessing birth registration and RROs.

Our materials will funnel people to our dedicated webpage, or a special WhatsApp number.

On that webpage, the viewer will see:

- Brief info on child's rights
- How to access these rights on your own
- What to do if you are unsuccessful or cannot do it alone (contact us on special WhatsApp number)

Her journey

Her child does not have a birth certificate.

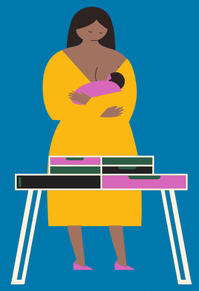
She sees the advert - in a newspaper, online, in an SMS, in the bus...

She follows the link to the webpage.

She now knows the steps she must take.

She contacts the Children Advocacy WhatsApp line on the advert.

Scalabrini Children's Assistant automatically replies with instructions on what she can do.



She applies for LRB at Home Affairs following the instructions.

She is ultimately successful.

She is unsuccessful. She (re)contacts the Children Advocacy WhatsApp line for further one-on-one assitance.

Very complex cases are forwarded to Sindi for further assistance.

Important: This 'campaign' is rooted in the practicality of advocacy advice. Standardised responses need to be developed for children's team

This 'campaign' needs to be careful not to raise expectations in clients. Getting an LRB, for example, will take about 12 months!

Who is our audience?

(1) Adult family members who are caring for or know of non-South African children that are having trouble accessing services and rights.

(2) Non-South African youth who wish to pursue their access to a certain right or service.

(3) People who know of families that are on migrant, refugee, asylum or undocumented status.

Look in the 'full' dissemination plan for a deep research into this audience!

Accessing services
68% undocumented?
Government services
Women that have given birth

Numbers
400,000 + 54%... 302 'foreign' babies per month ... 91% mothers get CHW check + several immunisations

Commercial services
Remittances
Stockists
Lawyers + NGOs

Nationalities
Zimbabwe, DRC, Somalia, and other Southern and Central African countries

Jobs + studying
Informal + formal
Driving, security, hospitality, cleaning, hair salons.
Schools, colleges

Locations
Joe Slovo, Cape Flats, Bellville...

Communications
70% could have smartphones
Data is expensive
Young people - social media

Income + education
Mostly Matric and above
Majority of the target audience earn under R8,000 per month - precarious socio-economic conditions.

Formats

Formats

- Email + attached poster
- Electronic poster
- Printed paper poster
- WhatsApp advert + text
- Press release
- People for media requests
- Email signature banner
- SMSes
- Facebook posts
- MyCiti Adverts
- Online news adverts
- Printed news adverts
- Radio jingles (maybe)

Which dissemination options were looked at?

Traditional

- Billboards
- Adverts on media: digital
- Adverts on media: printed
- Free printed/online media coverage
- Community newspapers
- Radio jingles
- Free radio coverage
- CoCT posters

Private Companies

- Remittance companies
- Stockists
- Calling Home companies
- International bus + taxi
- MyCiti / Golden Arrow
- VFS Offices
- Immigration Attorneys
- Employer forums: SME forums
  Business, hospitality, security, truck drivers, cleaners + domestic workers

Government

- Department of Health
  - Clinics
  - immunisation clinics
  - Maternity wards
  - Community health workers
- Department of Social Development
  - Social workers
- Department of Education
  - Principals
  - Learners
  - College Learners
  - School counsellors
- Department of Home Affairs
  - Offices in hospitals
  - DHA offices

Scalabrini + partners

- SCCT clients (Bulk SMS + WhatsApp)
- Outgoing materials
- Posters at SCCT
- Partner organisations

Religious + other

- Church networks
- Masjid networks
- Consulates

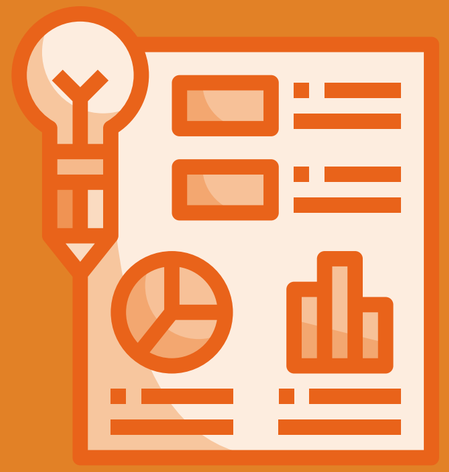
Traditional

- Adverts on media: digital
- Adverts on media: printed
- Free printed/online media coverage
- Community newspapers
- Radio jingles
- Free radio coverage

The budget is:

Infographic 1

R60 000



Access to Child Services

Infographic 2

R80 000

Birth Registration

TOTAL

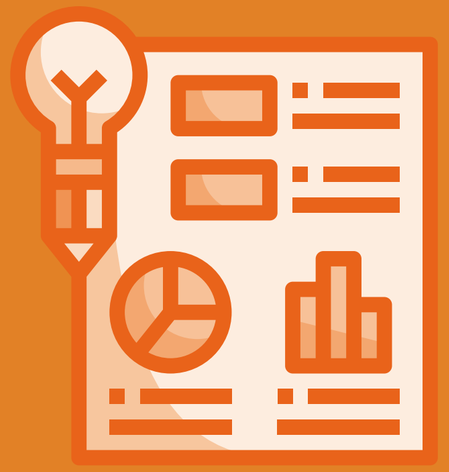
= R140 000

Traditional PAID

- Adverts on media: digital
- MiCiti Bus Cape Town
- Community newspapers
- Radio jingles ads

Infographic 1

R60 000



Access to Child Services

4 community newspapers

R10 940 + VAT

Mail · Vukani · Tatler · Tabletalk

- Postcard size AD 1 colour
- 2 weeks printing (8 print runs altogether)
- 250 560 estimated print distribution per print run
- Cape Town coverage

1 online ad company

DispatchLIVE · Sowetan LIVE · HeraldLIVE · TimesLIVE · Sunday Times

R24 000 + VAT

- Desktop, mobile and app ads
- 1 month
- 200 000 impressions
- National coverage

4 MiCiti busses

R6 337 + VAT

- 4 posters on each bus
- 1 month campaign
- Exact reach unknown
- Route not guaranteed

OPTION 1

R56 732

1 community radio stations

91.3 FM Voice of the Cape

120 slots for 1 month (4 slots a day)
200 000 RAMS
R6 000 + VAT

Traditional

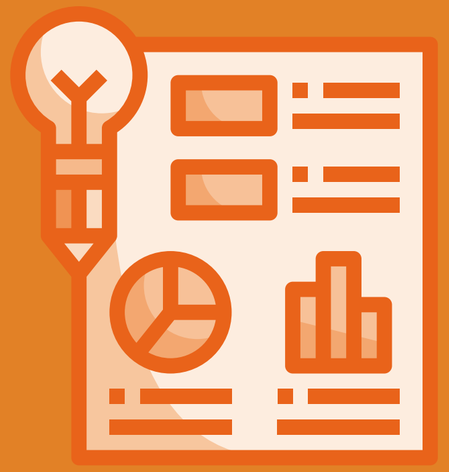
Adverts on media: digital

MiCiti Bus Cape Town

Community newspapers

Infographic 1

R60 000



Access to Child Services

1 online ad company

R36 000 + VAT

- Desktop, mobile and app ads
- 1 month
- 300 000 impressions
- National coverage

Times LIVE, Sowetan LIVE, Sunday Times, DispatchLIVE, Herald LIVE

4 community newspapers

R9 460 + VAT

Southern Mail, Vukani, Southern Suburbs Tatler, Tabletalk

- Postcard size AD 1 colour
- 2 weeks printing southern mail, Vukani and Tabletalk
- 1 week printing for tatler
- 250 560 print distribution per print run
- Cape Town coverage

OPTION 2

R62 155

4 MiCiti busses

R6 337 + VAT

- 4 posters on each bus
- 1 month campaign
- Exact reach unknown
- Route not guaranteed

Traditional

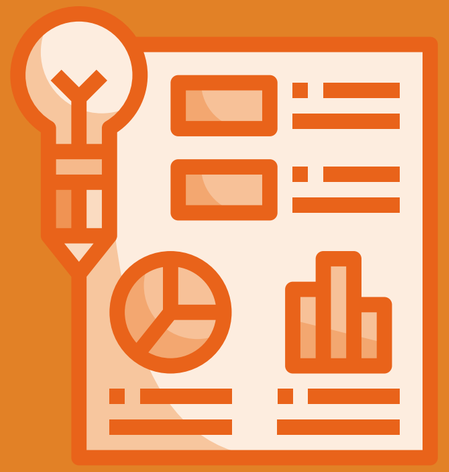
Adverts on media: digital

MiCiti Bus Cape Town

Community newspapers

Infographic 1

R60 000



Access to Child Services

4 community newspapers

R5 470 + VAT

Southern Mail | Vukani | Southern Suburbs Tatler | Tabletalk

- Postcard size AD 1 colour
- 1 weeks printing
- 250 560 print distribution per print run
- Cape Town coverage

2 online ad company

R34 000 + VAT

- Desktop, mobile and app ads
- 1 month
- 200 000 impressions
- 100 000 impressions
- National coverage

Times LIVE | Sowetan LIVE | Sunday Times | DispatchLIVE | Herald LIVE | news24 | parent24

OPTION 3

R57 543

4 MiCiti busses

R6 337 + VAT

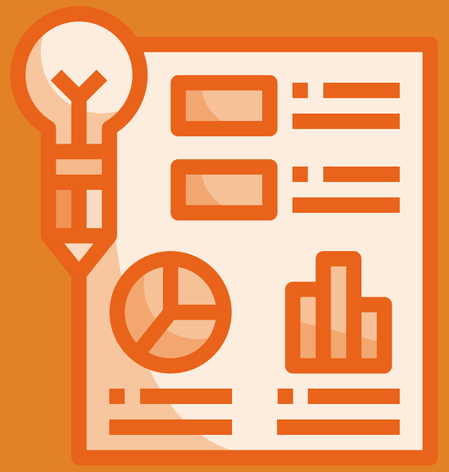
- 4 posters on each bus
- 1 month campaign
- Exact reach unknown
- Route not guaranteed

Traditional PAID

- Adverts on media: digital
- MiCiti Bus Cape Town
- Community newspapers
- Radio jingles ads

Infographic 2

R80 000



Birth Registration

1 NEWS online ad company

DispatchLIVE · Sowetan LIVE · HeraldLIVE · TimesLIVE · Sunday Times

R24 000 + VAT

- Desktop, mobile and app ads
- 1 month
- 200 000 impressions
- National coverage

4 community newspapers

R16 411 + VAT

Mail · Vukani · Tatler · Tabletalk

- Postcard size AD 1 colour
- 3 weeks printing (12 print runs total)
- 250 560 estimated print distribution per print run
- Cape Town coverage

OPTION 1

R71 864

6 MiCiti busses

R8 473 + VAT

- 4 posters on each bus
- 1 month campaign
- Exact reach unknown
- Route not guaranteed

2 community radio stations

32 slots
54 000 RAMS
R5 991.50 incl VAT

93.6fm RADIO Helderberg · 91.3FM Voice of the Cape

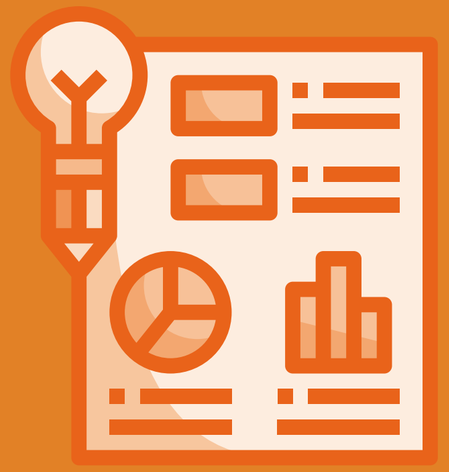
120 slots
200 000 RAMS
R6 000 + VAT

Traditional

- Adverts on media: digital
- MiCiti Bus Cape Town
- Community newspapers
- Radio jingles ads

Infographic 2

R80 000



Birth Registration

4 community newspapers

R21 881 + VAT

Southern Mail · Vukani · Southern Suburbs Tatler · Tabletalk

- Postcard size AD 1 colour
- 4 weeks printing (16 print runs altogether)
- 250 560 estimated print distribution per print run
- Cape Town coverage

2 NEWS online ad company

R34 000 + VAT

- Desktop, mobile and app ads
- 1 month
- 200 000 impressions
- 100 000 impressions
- National coverage

Times LIVE · Sowetan LIVE · Sunday Times · DispatchLIVE · Herald LIVE · news24 · parent24

OPTION 2

R77 236

6 MiCiti busses

R8 473 + VAT

- 4 posters on each bus
- 1 month campaign
- Exact reach unknown
- Route not guaranteed

Traditional

Adverts on media: digital

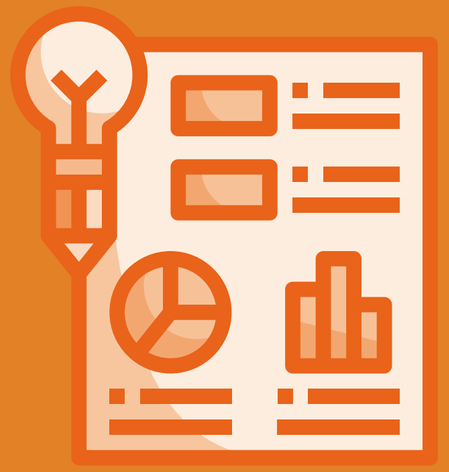
MiCiti Bus Cape Town

Community newspapers

Radio jingles ads

Infographic 2

R80 000



Birth Registration

4 community newspapers

R21 881 + VAT

Southern Mail · Vukani · Southern Suburbs Tatler · Tabletalk

- Postcard size AD 1 colour
- 4 weeks printing (16 print runs altogether)
- 250 560 estimated print distribution per print run
- Cape Town coverage

1 online ad company

R36 000 + VAT

- Desktop, mobile and app ads
- 1 month
- 300 000 impressions
- National coverage

Times LIVE · Sowetan LIVE · Sunday Times · DispatchLIVE · Herald LIVE

OPTION 3

R79 636

6 MiCiti busses

R8 473 + VAT

- 4 posters on each bus
- 1 month campaign
- Exact reach unknown
- Route not guaranteed

Traditional FREE

Free printed/online media coverage

Community newspapers

Free radio coverage

In adition to the paid media we are confident in utlising our media pool to target journalists in:

news24 | parent24 | Times LIVE | Bushradio 89.5fm

Athlone news | 91.3 FM The Voice of the Cape | DAILY MAVERICK

This would be to distribute a well crafted press release targeted for non-south Africans and book interviews in community radio stations throughout the month of the campaign.

Community Newspapers Audiences

1ST PRINT RUN
13TH/14TH JAN

Vukani
(81,250)

Langa, Gugulethu, Philippi, Crossroad, New Cross Road, Nyanga East, Site B, Site C,Thembani, Mfuleni, Khayelitsha

Southern Mail
(50,510)

Wynberg, Parkwood, Grassy Park, Retreat, Lotus River, Fairways, Cafdo Village, Heathfield, Steenberg, Punts Estate, Elfindale, Zeekoeivlei, Coniston Park, Ottery, Wetton, Ferness, Pelican Park, Montague Gift, Seawinds, Capricorn Park Village, St Montagues Village, Longvlei, Capricorn Village, Lakeview, Schaopkraal, Turfhall Estate, Marble Flats and Lavender Hill areas.

Tabletalk
(70,473)

Blouberg, Table View, Milnerton, Edgemead, Bothasig, Tygerhof, Sanddrift, Richwood, Blouberg Strand, Milnerton Ridge, Summer Greens, Melkbosstrand, Sunridge, Flamingo Vlei, West Riding, Duynefontein, Van Riebeeckstrand, Sunset Beach, West Beach, Parklands, Phoenix, Sunningdale, Blouberg Sands, Killarney Gardens, Montague Gardens, Sunset Village, Sunset Links, Big Bay, Joe Slovo Park, Century City Residential, Dunoon, Royal Ascot, Brooklyn, Rugby and Paarden Eiland areas.

TOP 3 NEWSPAPERS THAT TARGET LARGE PORTIONS OF OUR TARGET AUDIENCE

202 233 collective distribution

Southern Suburbs Tatler
(48,810)

Observatory, Rondebosch East, Lansdowne, Newlands, Rondebosch, Rosebank, Mowbray, Bishopscourt, Claremont, Sybrand Park, Kenilworth, Pinelands, Kenwyn, Salt River, Woodstock, University Estate and Walmer Estate areas. *(Cavendish Square, Keniworth Shopping centre, Access Park, Howard Centre)

ADDITONAL NEWSPAPER THAT TARGET A PORTION OF OUR TARGET AUDIENCE WHO GO TO THESE AREAS TO WORK

Social Media

Budget is...

Infographic 1

R3 000

Access to Child Services

Infographic 2

R3 000

Birth Registration

=

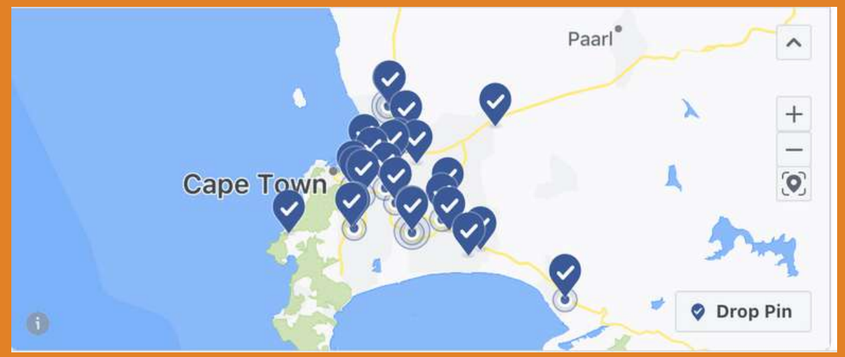
TOTAL

R6 000

This will be split on Facebook and Instagram

Social Media

	Access to Child Services Infographic 1	Birth Registration Infographic 2
Content	• Link to web page hosting infographics/information • Information cards/micro graphics from infographic)	
Audience	Age: 13-65+ Gender: Female/Male	Age: 20-40 Gender: Female
Budget	R2000	R2000
Est. Reach	860 - 2500 per day Based on one ad running for 30 days	790 - 2300 per day Based on one ad running for 30 days



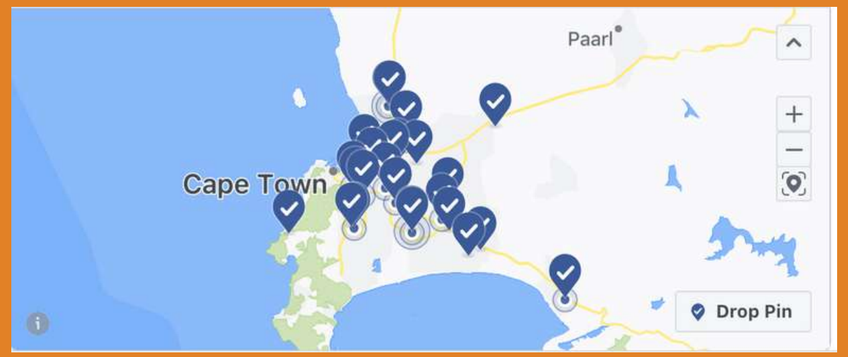
Audience

We have focused on location as we feel this will more likely target those living in thseas ratehr than interests and demographics. We have defined this a bit but focused more on communities where we know a lot of our target audience resides.

South Africa: South Africa: Cape Town Dunoon (+3 km), Maitland Clinic (+2 km), Bellville Community Health Clinic (+2 km), Mowbray Maternity Hospital (+2 km), Dunoon Clinic (+2 km), Langa Clinic Washington Street (+2 km), Brooklyn Clinic (+2 km), Joe slovo,Milnerton (+3 km), Philippi Clinic (+2 km), Red Cross War Memorial Children's Hospital (+2 km), Wynberg Public Clinic (+2 km), Delft CLinic (+2 km), Cape Town.Phillipi (+3 km), Goodwood Clininc (+2 km), Latitude -34.11 Longitude 18.86 Somerset West (+2 km) Western Cape; Goodwood Western Cape, Kraaifontein Western Cape, Parow Western Cape, Khayelitsha Western Cape, Maitland Western Cape, Wynberg Western Cape, Khayelitsha Site C Western Cape, Imizamo Yethu Western Cape, Khayelitsha T3 V5 Western Cape, Delft Western Cape

Social Media

	Access to Child Services Infographic 1	Birth Registration Infographic 2
Content	• Information cards/micro graphics from infographic) • *(Link to web pages will appear in Bio)*	
Audience	Age: 13-65+ Gender: Female/Male	Age: 13-40 Gender: Female
Budget	R1000	R1000
Est. Reach	760 - 2200 per day Based on one ad running for 30 days	780 - 2300 per day Based on one ad running for 30 days



Instagram

Instagram will follow a very similar taget audiance to Facebook because it is based on location. The only slight difference here is on the Birth Registration we have lowered the age on the assumption a younger population are on Instagram.

Content here will focus mostly on micro bit of information as it isnt possibly to put links (only in the Bio)

Other mediums

All free aside from printing some posters / manpower to distribute

We've reached out to MJC and we will approach church leaders once we have more finalised material.

Private Companies

Remittance companies	✓✓	Mama Money Mukhuru
Stockists	✓	4 companies Hair, fruit + veg CT market
Calling Home companies	✓	Flash
International bus + taxi	⏳	Greyhound Intercape Translux
MyCiti / Golden Arrow		
VFS Offices	⏳	VFS comms
Immigration Attorneys	⏳✓	12 attorneys contacted
Employer forums: SME forums Business, hospitality, security, truck drivers, cleaners + domestic workers	✗⏳	5 forums: IZWI (Domestic Worker's Alliance), PSIRA, SA Long Distance Truckers, SBI and SME

Government

Department of Health Clinics immunisation clinics Maternity wards Community health workers	⏳	DoH Comms Regional MSF Comms
Department of Social Development Social workers	✓	Subject to approval: 45 local offices, social media posts + internal email to 2,600 DSD staff. Once finalised we should ask that it is also spread to ACVV + Child Welfare.
Department of Education Principals Learners College Learners School counsellors	⏳	
Department of Home Affairs Offices in hospitals DHA offices		Team agrees to contact DHA Comms but only once materials are finalised and we should double check with

Thanks!